

TILE TALK

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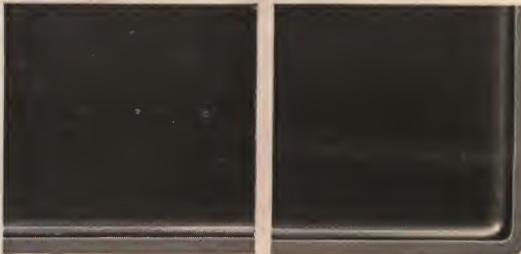
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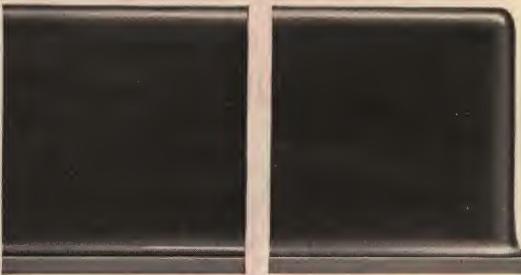
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++ TILE TALK ++

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Volume 2

New York, N. Y., JANUARY, 1928

Number 6

a Study of Tile vs Its Substitutes by Lewis Hume

Tile has been known to the building world for centuries, but its substitutes are of very recent origin. The most commonly known substitutes are rubbers, linoleums, cork and wood tilings, and vitriolite.

To make any comprehensive study of two or more materials one must find some properties and tests of service common to all to compare. For this purpose the writer has classified those common properties as physical, decorative and economic. The tests of service are to be durability and sanitation.

*Tile is
so easily
cleaned*



with modern electric appliances. Decorative qualities comprise beauty of coloring, pleasing shapes and reflected light. Economic properties include the longest effective service at the least cost. The latter including the expense of installation and maintenance.

Tile is an inorganic substance of low expansion coefficient set in a material of similarly low expansion coefficient, both of which correspond closely to that of other building materials, while rubber, cork and linoleums having higher expansion coefficients, being of organic substances, must either be cut to allow for expansion or show cracks and bulges as a result. Tile is very little affected by heat, so does not store it and act as a conductor, while rubber and

cork retain it and transmit it. The kindling temperature of tile is extremely high, while that of rubber, cork and wood is much lower, thus allowing fire to originate easily in rooms where such material is used. This places tile high in the structural classification as a building material.

Tile has long been noted for its beauty architecturally. Several factors contribute to this end, viz., variety in sizes, shapes and colors; permanency of color and the glazing, which reflects only the proper amount of light. Substitutes for tile have

certain set designs which, although beautiful, do not allow for variety of arrangement or maintain their beauty of coloring. The durability of tile adds to its beauty. It does not show a worn surface after a few years as does its substitutes. Wearing qualities, cost of installation, and expense of upkeep are the determining factors in the

Tile—First cost, last cost. Cheaper in economic advantage in the end than any other material.

cost of installation is greater than rubber, cork and linoleums, there is no upkeep expense afterwards. The substitutes must be renewed frequently by different preparations, replaced every few years by new material, and laid on top of a wood flooring. These all add to the original cost of imitations, making them more expensive over a period of years than tile.

(Continued on page 8)



A SHADOW FROM THE OTHER SIDE

The Dream of a Beautiful Home that Came True

(Continued)

I slept very well that night, as a tired man will sleep, and felt in a much better humor the next morning. The events of the evening before had about passed from my mind.

My wife met me in the breakfast room where she had everything ready at the table, with her usual smile and



something in my changed mood must have reflected upon her, for as we sat down she looked at me a little timidly, I thought, then broke into a smile and said:

"I had the most wonderful dream last night—oh! if it would only come true!"

"Is it impossible?" I asked.

"N-o-o, not impossible—but—" she broke off.

"Go on," I urged.

"You might take it the wrong way—" She hesitated again and then added: "Guess I better not."

"Oh, fudge!" I exclaimed. "I'm not a wild animal to eat you." I was a little hurt.

She seemed to brace herself.

"Very well, then. I dreamed that I had been away from home for a short time and then returned to find a changed place. And what a change! It looked to me as if a fairy had touched the place with her wand. In our big front yard a fountain sparkled. When I stepped upon the walk leading to the house my heels clicked on something unfamiliar. I looked down. It was tile I was walking on, of a lovely soft shade, and it led right up to the house and into it. I entered the living-room and stopped to gasp. The floor was covered with dark faience, the color running up the walls and fading away to a lighter hue as it reached the ceiling. All tile. And the other rooms were tiled and the bathroom! It was a dream—within a dream. No more dirty walls, no more bugs behind the paper, no cracked ceiling—and how easy it would be to keep it all sweet and clean. But such dreams can't come true."

I was silent. Tile, I had always thought, was the most expensive article that could be used about the house. But

all the same I was stirred a little and fell to thinking. That day I visited a tile man and asked questions.

"Expensive!" he snorted. "How do you get that way? Consider this—chew over it awhile—you're a business man. Would you consider anything expensive where the first cost is the last? When you tile your home, the tile is there to stay. And even if it were a little more expensive than other material it would be cheaper at the price in the saving of labor, in its perfect sanitation and absolute safety from fire. When you use tile on your walls you have no endless repairing, such as putting on new paper, replastering, etc. And it is so easily kept clean—just the touch of a damp cloth and the surface comes up bright and smiling. Put these facts in your pipe and smoke over them awhile and I believe you'll come back with an order."

That day I did some figuring and the result was that I determined my wife's dream should come true. In order to make it realistic I hatched up some excuse and sent her and the kiddies away for a time. Then I had that house ripped up from top to bottom.

When she came back home—there was her dream! I am not going to try to describe the way she was affected, but one thing sticks in my memory. She dropped down on the first convenient seat and said in a sort of hushed voice, "It can't be true—it just can't!"

I have felt repaid a thousand times—and would, even if the expense had been more than other material would have been—in the comfort, the safety, cleanliness and the cheer



it has brought to the entire family.

Take it from me, tile is the best thing in its place that can be used.

Now, if you want to see a home that is a home, just come out to my place and I'll show you one!

Adding Sanitation and Beauty to the Kitchen

The Versatility of Tile in Texture and Color Quality Is the Kitchen's Greatest Asset

By JOHN R. WEST

"Gone are the days of the old-fashioned kitchen!"

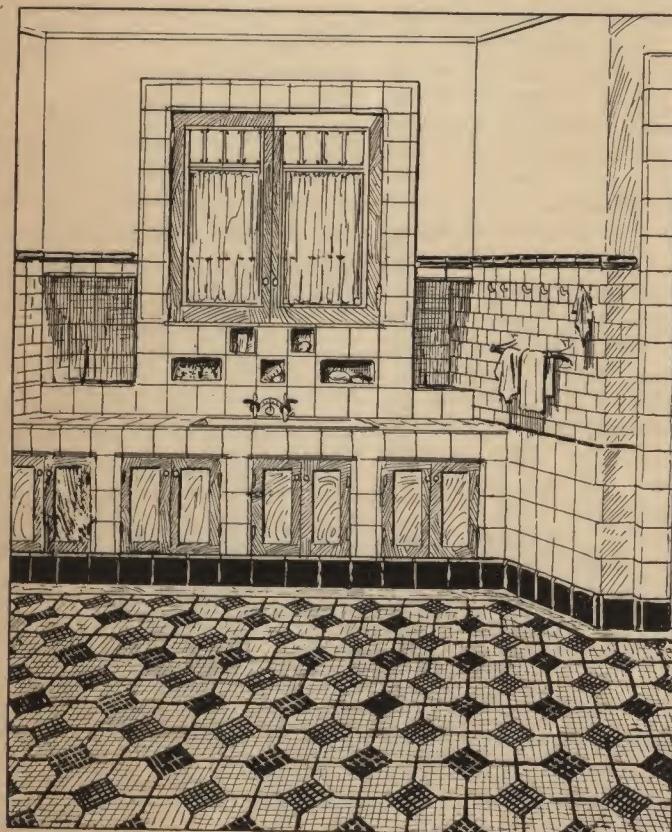
No one will deny that the kitchen is the hub of the home, and of homemaking—the place "where the wheels go 'round."

It has more to do directly with the health and happiness of the household than any other room of the home, so no wonder that the introduction of many new labor-saving devices and individual color schemes have created a real "kitchen-vogue" to make the most important room in the house comfortable, cheery and beautiful.

In planning a home, the prospective builder will, of

of today. No one thing accomplishes this result so well as the tiled floor, and, if possible, walls and sink of the same material. Tiles of today with their gay, cheerful colors are the most beautiful of materials for backgrounds and especially so for kitchens since they have the added advantage of being absolutely sanitary—so easily cleaned.

The initial cost of tiled walls and floors is overcome by the lasting quality of the material and the time and toil conserved in keeping them spotlessly clean. Tiles never show wear nor change of color, nor do they fade or stain under even the heaviest wear.



course, consider proper window spacing for light and ventilation, careful arrangement of the larger pieces of kitchen equipment so as to save hundreds of steps in crossing and recrossing the room and make provision for electricity outlets that will ensure greatest convenience nor overlooking one placed near the kitchen sink so that it can be used for a number of electrical appliances, such as the electric fan, dishwasher, and even the electric iron. One little piece of furniture is inexpensive, yet how important to the modern kitchen—a stool just the right height to avoid stooping over the kitchen sink.

The question of putting beauty and attractiveness into the kitchen is foremost in the mind of every housewife

What a great part color plays in making a room livable and attractive! Tiles of today offer such an exquisite array of color and texture and the possibility of unusual designs because of different sizes and shapes that color schemes of any variety are possible.

Imagine a dainty kitchen—the floor of rich brown tiles with a border and wainscoting of purple, walls of tan with a molding design of lavender, a sink of tan with borders of lavender; attractive green-painted furniture and kitchen stool; lavender-dotted curtains of green voile and a soft tan shade that prevents the glare of the hot summer sun. Color tiles make of such a kitchen one of the most beautiful rooms of the home. *

What Price Aviation?

The path of progress is strewn with corpses. There has been no worth-while innovation that has not taken its toll in human lives. Nature is jealous of her domains, her secrets, and she hates to see the former invaded and the latter wrested away, demanding heavy payment in life and suffering.

One of our late inventions, the flying machines, is leaving in its wake a trail of dead, and now that ambitions are soaring to the height of paving the way for overseas communication the list of dead is growing fast, only too fast.

These reckless, hardy spirits that set out on long flights over seas or strange lands take their lives into their own hands—and they frequently lose. Now Mrs. Frances W. Grayson is evidently lost, adding another daring soul to the roll of death. It is of sad interest to note the list as it grows. These people who disappear rise light-heartedly into the air and sail away, their ship growing smaller and smaller to the eyes of the watchers on the ground, the hum of the engines growing fainter and fainter until it dies away and then the ship vanishes and is never heard of again.

More than thirty years ago Salomon August Andree conceived the idea of drifting across the North Pole to Alaska in a free balloon. He and three companions vanished in the air and were never heard of again.

On May 28, 1919, Captain Mansell R. James lost his way on a flight from Boston to Atlantic City. He landed at Tyringham, Mass., and took off from there on the 29th, never to be heard of again. He flew a Sopwith Camel plane. No trace of him was ever found.

A single flight from Africa to South America across the Atlantic was attempted on May 5, 1927, by St. Roman and Mouneyres. Again silence after they took the air.

Then on the 8th of the same month Nungesser and Coli left Paris for New York in their flying machine and were swallowed by the silence.

Then came the tragedy of the Dole Derby from California to Hawaii, on August 16. In this flight two planes carrying four men and a woman, Miss Mildred Doran, were lost, and, as seems to be usual, no trace was ever found.

Then came Erwin and Eichwaldt, who set out to search for the unfortunate five. A radio message was received from them saying they were going down in a series of spins. After that message, nothing but silence.

Paul Redfern attempted a non-stop flight from Brunswick, Ga., to Rio de Janeiro, on August 25. No clue to him or his ship was ever found. A few days earlier Hamilton and Minchin, carrying as a passenger the Princess Lowenstein-Wertheim, started from Upavon, England, for Canada, and they, too, vanished.

On September 7, last year, Metcalfe and Tully took the air from Harbor Grace, Newfoundland, bound for London, in a single-motor land machine and vanished into this same silence.

About the same time the Hearst-sponsored monoplane, Old Glory, left Old Orchard, Maine, for Rome, with Bertraud, Hill and Payne. An SOS call was heard from them early the next morning and bits of wreckage found some days later floating on the sea was all that told the story of their sad fate.

And the end is not yet. How many more lives will be sacrificed before flying is made safe? Only time can tell.

Wanted: A Man

Now, Mr. Business Man, don't get all het up and think things are going to pot because Mr. Coolidge doesn't choose to run. Mr. Coolidge is a good man and has made a good President, but there are any number of others, from either party, who could take his place and do equally as well—or better.

When a big man dies, the biggest kind of man, the old world wags right straight along as though that very big man had never been born, and so it will continue to wag, regardless of big men or little men who may leave it.

And so the good old U. S. A. will wag along and live and thrive, even after Mr. Coolidge steps down and out of the White House. Oh, no, things won't go to pot at all. Just as well think you can stick your finger into a pail of water and by withdrawing it leave a hole in the water as to think Mr. Coolidge or any other man is indispensable to the honored seat in the White House.

No matter how important a man may be there is always someone waiting around the corner to step in and fill his place, and fill it well, if we only look for him, and it isn't always that we have very far to look. There is excellent presidential timber in both parties. Splendid men have filled the executive position of this nation from both the ranks of the Democrats and the Republicans.

What's the matter with the best governor New York ever had—Al Smith? What's wrong with Lowden, Hoover and a dozen others we might name at random? No, no, Mr. Republican, don't think that if a Democrat gets into the White House everything will go to the demnition bow-wows, and so turn to a calamity howler; things may turn right around the other way. And the same goes for you, Mr. Democrat.

What we need is a man, regardless of party, a good man of sterling qualities, a man of keen foresight, with the courage of his convictions and the ability to see his plans carried out. There certainly is such a man among the millions of this great nation—more than one, when it comes to that. So it stands to reason that two can be found, one to head each party. Let each party go to work to elect its man, of course, but it is safe to say that the country won't suffer if the man elected is a good man for the place, no matter which party is the victor.

So let the Republicans and Democrats quit howling and making faces at one another and get down to business.

By estimate there are more than 300 cubic miles of daily rainfall on the earth's surface. This is equivalent approximately to a fall of 16,000,000 tons a second.

The March of CIVILIZATION

"The Railroad" by Q. Selden

The development of the steam railway really dates from the opening of the Stockton & Darlington Railway in 1825, in England, but its history goes much further back, because we must take into consideration the early railways that were operated by power other than steam and from which sprang the steam railways. As early as the 16th century there was a railway at the collieries at Newcastle-on-Tyne, over whose rails of timber were drawn bulky carts loaded with four or five tons of coal.

This was an extremely crude railway and was later improved upon by securing the wooden rails by pegs to the crossties, placed two or three feet apart. On top of the rails proper were fastened strips of hard wood, about six inches square. These strips could be replaced by others when they became worn. In 1667 these wooden rails gave way to flat iron bars, measuring about 4 inches in width and $1\frac{3}{4}$ inches in thickness and were spiked down. Later on ridges or flanges were placed on the side of the rails to keep the wheels on the track, then the flanges were finally transferred to the inside of the rails.

A new form of cast-iron rail, greater in depth than in width, was introduced in 1789 by Jessup and was called the "edge rail." This rail was without flanges, the flanges now being placed on the wheel itself. This new rail speeded up the development of motive power for railways and steam was thought of.

A locomotive engine was built in 1804 by Richard Trevithick, which hauled wagons containing ten tons of coal on its trial trip. Blenkinsop used locomotives to haul between the Middleton collieries and Leeds in 1812. George Stephenson's first engine, built in 1814, hauled a

load of 35 tons on a grade of one in 450, at the rate of four miles an hour. Stephenson continued his locomotive building, each product being an improvement.

Great Britain was the proud possessor of 28 railways in 1825, in length of from four to 35 miles, aggregating in length about 400 miles. But the day of the passenger train had not yet arrived; these railways were used almost exclusively to haul mineral products. In 1825 the Stockton & Darlington Railway was opened for traffic. George Stephenson, the locomotive builder, was the chief engineer of construction. This road was 25 miles long.

One of Stephenson's engines was used at the opening of this road. It hauled at an average speed of five miles an hour, 12 miles maximum, a train of 22 wagons filled with passengers and 12 wagons loaded with coal.

But there were still difficulties to be overcome before the locomotive could come into general use. It could not compete economically with the use of horses for hauling and for some time all passengers and mixed freight were horse drawn. However, this success had its effect on railway construction and the Liverpool & Manchester Railway was begun in 1826. George Stephenson was again the engineer in charge of the construction. This road was 30 miles long.

There was quite a controversy over the power to be used in operating this road. Many favored stationary engines; others favored horses, to be aided by stationary engines over steep grades. So far but few had any faith in the locomotive. Stephenson, however, naturally was enthusiastically in favor of the locomotive, and his enthusiasm influenced the board of directors, arousing them to offer a prize of 500 pounds for the best locomotive that could be produced at a certain date and perform certain duties in the most satisfactory manner. The date of the test was October 1 and four locomotives competed. One of them was the *Rocket*, built by Stephenson; another was

(Continued on page 9)



A Study of Tile vs. Its Substitutes

(Continued from page 3)

Service tests for durability were made in various school buildings and hospitals with results most favorable to tile. Durability is proven by ability to withstand abrasion, absorption, temperature and sunlight. Abrasion or the wearing away of the surface of a material is easily discernible in imitation tile. First the glaze, then the figures and finally the body of rubber and linoleum floor coverings disappear, while tile remains unabraded for years. In a study made for the benefit of hospital authorities, linoleum showed the highest abrasion result, cork next, and rubbers next to tile, the latter having the lowest per cent of thirteen materials. The ability of different materials to absorb water greatly affects their wearing qualities when used on floors. While to the unobservant none of these materials under consideration absorbs water to any degree, one is amazed to find from similar studies that wood absorbs 2-3 of its weight in water in five days, cork $\frac{1}{4}$, linoleums $\frac{1}{8}$ and tile 0.

Temperature does not affect tile, owing to the high degree to which it is subjected in the kiln. It is entirely non-resistant and makes a building fireproof, while rubber begins decomposition at a comparatively low temperature, as does linoleum and cork tiling. This makes tile particularly well adapted to kitchen use. Sunlight rays have certain deteriorating effects which they do not lose, although passing through panes of glass. These do not affect tile, however, thus making it useful in rooms with much sunlight or in hospitals where sun treatment is often given.

Sanitation, the second test of service, includes giving off odors, proof against germs, absorption, reflection of the proper amount of sunlight (without glare) and certain structural features which allow frequent cleanings. Odors are given off by materials when heat is applied or when decomposition begins. Rubber and linoleums, being easily affected by heat, give off odors at comparatively low temperatures. Odors are also traceable to absorption of both water and fluids which may be spilled upon them. It has been previously mentioned that tile is non-absorbent, while the other materials range from $\frac{1}{8}$ to 2-3 in power of absorbing water. Tile laid in a bed of cement makes a practically germ-proof floor, owing to the fact that dirt, dust and other materials that may contain germs cannot find a lodging place beneath or on the surface. The abrasion of materials makes them susceptible to germ secretion. Thus tile substitutes are not so absolutely proof to retaining germs as is tile itself. The reflection of the proper amount of sunlight gives a material that is restful to the eyes; while none of the materials under comparison reflects to any great extent, tile reflects with the least glare. Structural features which allow frequent cleaning are high in tile. According to the tests mentioned previously tile is completely non-resistant to chemicals which may be found in soaps and other cleansing fluids.

Our study of tile in comparison with other materials for use in rooms requiring sanitary floor coverings that are also durable has proven conclusively that it ranks high above its substitutes in every test to which they were subjected. Floors of this material are also decorative and economical over a long period of wear.

\$20,000,000 Locked Up in Liens by Loose Credits

Loose credits are responsible for \$20,000,000 tied up in liens, according to Edward Corning, prominent builder, as reported by the *New York World*. Mr. Corning declares that the owner's character, capacity and financial ability should be carefully inspected by contractors as labor and material conditions now are excellent for institutional and private operations.

"This vast capital has been locked up during the past seven months in mechanics' liens on New York City buildings largely because material dealers and sub-contractors were so eager to get work that they took chances which no conservative man would think of taking," said he. "The Mechanic's Lien Law should be changed so that no priority is possible. In the past the law has in many cases worked hardships on owners, contractors and sub-contractors. Under the present law where priority is given, a lien placed upon a building is frequently construed as evidence of trouble and has been followed by so many other liens as to completely tie up the whole operation. There should be some arrangement by which, if owners intend to create new mortgages while the building is under construction, the material men and sub-contractors should be notified."

"In thirty years as a general contractor, during which time our company has erected more than fifty of the city's best apartment houses, banks, clubs, hospitals, offices, lofts, schools, colleges and Y. M. C. A. buildings, only one lien was filed against our operations and that was an attempt to collect more money than was owed. As one of the leading members of the Credit Association of the Building Trades of New York, we believe conditions in the labor and material markets make it advisable for the institutions and private owners to go ahead with building operations where they have definite use for the space. The output of labor is much better, particularly in masonry and carpentry, lowering costs. Speculative work is much reduced, as financial institutions are unwilling in many cases to loan on new projects. But for institutional work money is more plentiful."

Material Dealers and Speculation

"Just why should financially sound builders, who keep their operations within the bounds of their capital, be subjected to the unfair competition of those with little or nothing to lose?" asks Herbert S. Lounsbury, of Fredenburg & Lounsbury, brick manufacturers, according to the *Herald Tribune*. They should not, and would not, be so subjected if material firms pursued a rigid selective policy in extending credit.

"Aside from the personal and selfish interest in extending credits only to responsible operators," Mr. Lounsbury goes on, "I have always claimed that firms furnishing material for building construction who withheld credit from doubtful risks were aiding the responsible builder and assisting in keeping building ventures sound and devoid of reckless speculation."

"The correct formula in holding the condition sound is simple and easily followed. A builder should have enough liquid cash to span the cost between cost and the mortgage. When a deficiency of that need exists, nothing can avert disaster, except as the material firms carry the weakening along."

Wealth of United States

The wealth of the United States is placed in figures that it is difficult to grasp. According to a report of the Bureau of Internal Revenue, this wealth is placed at slightly more than half a trillion dollars. The report shows that 117,000,000 persons in this country had a total income of nearly \$90,000,000,000 in 1926. This is approximately an increase of twenty-seven billions in the five years since 1921, which is more than 43 per cent.

A total of sixty-two billions was recorded in 1921; the annual increase since then was shown to be \$3,000,000,000 for 1922, \$7,000,000,000 for 1925 and \$3,000,000,000 for 1926, when a total of \$89,682,000,000 was earned.

This increase also holds in the average per capita for those gainfully employed, rising from \$1,637 in 1921 to \$2,210 in 1926.

The bureau says that, "this great increase is not the result of an increase in the price level, for the actual price of consumed goods was slightly less in 1926 than in 1921."

As a comparison between this country and the United Kingdom estimates of the Federal Trade Commission show this country's national wealth in 1922 to be \$353,000,000,000 and that of the United Kingdom in the same year to be \$120,000,000,000. In 1924 the national income of the United Kingdom, according to the last available figures, was \$21,000,000,000, or less than one-third of the United States' national income for that year.

Formation of the Dead Sea Trough

The great grooves in the earth's surface in which the famous Dead Sea lies were formed by tremendous earth pressures thousands of years ago, according to Dr. Bailey Willis of Stanford University, California.

Doctor Willis, who is the new president of the Geological Society of America, was in Palestine in July of last year, during some earthquakes, the tremors of which, he says, revealed evidence of how this Dead Sea trough, which is the earth's lowest point, was formed.

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The March of Civilization

(Continued from page 7)

the *Novelty*, built by the man who became famous afterward as the designer of the U. S. ironclad *Monitor*, John Ericsson, a Swedish engineer. Stephenson won, after trials lasting until October 14th. This contest settled the question of motive power so far as the Liverpool & Manchester was concerned.

In 1807 a short tramway with wooden rails was built to Beacon Street in Boston, and in 1809 a tramway, also of wooden rails, was built in Delaware County, Pennsylvania. These were the first recorded railways in the United States. They were followed by several trams of like character, the most important of which were those built in 1827, one at Mauch Chunk, Pennsylvania, 9 miles long, and one at Quincy, Massachusetts, 3 miles long. Iron strapped on wooden rails formed the tracks, which were supported by stone blocks or wooden sills. These railways were operated by horses. The horse as a railway motive power seemed to die hard!

Locomotives were only used by way of experiment in the United States until the railway from Carbondale to Honesdale, Pennsylvania, was built by the Delaware and Hudson Company. In 1829 a locomotive, the *Stourbridge Lion*, built in England, was placed on this road, which was 16 miles long. The next to use the locomotive was the Baltimore & Ohio, completed from Baltimore to Ellicot's Mills, Maryland, 15 miles in length, in 1830. The locomotive used was built by Peter Cooper.

The De Witt Clinton locomotive, built by the West Point Foundry, was put into service in 1831 on the Hudson & Mohawk Railroad. Then came the Camden-Amboy Railroad, begun in 1831 and completed from Bordentown to South Amboy, 34 miles, in 1832. Robert L. Stevens was president of this road and he thought that all-iron rails would be better than the old wooden rails, iron strapped, which had been previously employed on all American railways. But no mills in America were capable of rolling such rails, so Stevens went to England to secure them. Five hundred of these rails reached Philadelphia in May, 1831. These rails were 15 feet long and weighed 34 pounds a yard. These were the first flange T rails, which are now universally used in America and extensively used abroad.

New Landing Gear

Aviators in the main agree that taking off and landing are the most hazardous parts of flying; especially so is landing. The wheels must touch the ground just right or there is trouble and danger.

A landing gear on the caterpillar plan is being experimented with by a French inventor, Pierre Chevreau. He claims that his new landing gear has proved successful in some test flights and thinks it will greatly benefit the aviator by giving him a much wider latitude in the angles at which the gear must strike the surface in landing.

DISPLAY vs. SERVICE

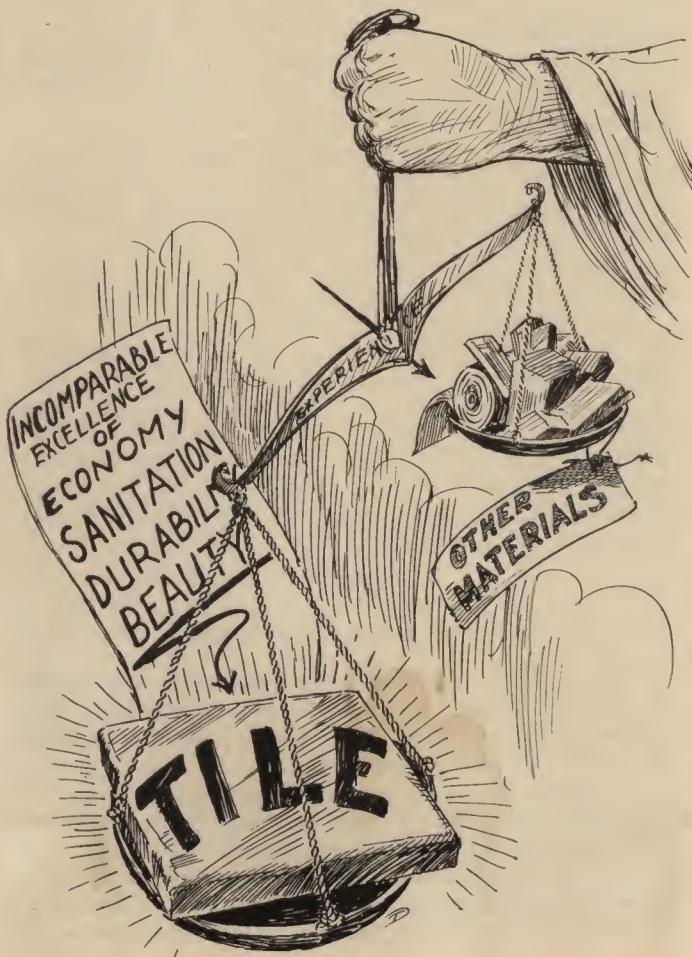
By B. C. REBER

In selecting furnishings or other articles for your home, are you governed by a desire for display or service? There are many accessories to the building that look well at the start, but do not hold up under the wear and tear of usage and the elements.

A freshly papered wall in pleasing designs looks very tasty and attractive indeed, but, sad to say, this attractiveness does not last; it passes with time; the paper becomes soiled, begins to peel off, and, worst of all, forms behind it a breeding ground for vermin.

Any item or any product may be made to look attractive by a little touching up here and there, but it is the service which that item or that product renders which is the final test. A home may be made to appear beautiful with its new paint, its new woodwork, and its furnishings. But when the living in it day after day and month after month finally wears out the paint and furnishings it becomes another matter.

The beauty of tile is a thing not easily compared; but tile is more than a parade product—something which is only good for show. It is a product everlasting in home construction or business buildings. It is a product which promotes sanitation, keeps the premises free of insects and vermin, and at the same time gives beauty to a place.



There are many home-builders who look upon tile as merely a selling point in a home. They think of tile as a luxury. They conclude that if they can furnish their bathrooms, their fireplaces and other parts of the house with tile they will have selling points far ahead of those of their competitors. This is true, but they are not using tile for its true worth; they are using it as a lever to sell their homes.

Too many people look upon tile as a luxury. Few people really appreciate that, for a few additional dollars, a bathroom may be made eternally sanitary and attractive by tile. Few people appreciate that in tile they have a material that will outlast the house itself. Tile has been used to show off these homes, but it has not been used to really demonstrate its worth.

At the time of the World War when the government was endeavoring to raise money through taxation, it created what is known as a Luxury Tax. A tax was levied on everything which was considered a luxury—jewelry, automobiles, costly clothing, etc. These were considered as items bought by people who have a little money and wish to show off. They are products which are Parade Products.

Then we have another class of products against which there is no tax. They are the products which render the service—products without which the world could not progress as rapidly and smoothly. A home is essential to happiness. Clothing is essential to comfort. Tile is essential to the good home.

Business men who do things in a big way have learned to buy the best when they are erecting a building or a home. They specify tile in their lobbies, on their floors and in their windows. They specify tile in the bathrooms of their homes and in the fireplaces. They know that they are obtaining a material which will give them service so long as they wish to use the building or home. They know what is best for them.

This same thought should be in the mind of every home-builder. The man who builds the homes appreciates the home with the tile bathroom. He knows its selling power. But the field for tile is so large and the knowledge of its worth so small that it is a shame that inferior products should be brought in and find an increasing market while better materials suffer in sales.

New Alloy

A new alloy, as light as aluminum and three times as strong has been invented, so he claims, by Dr. Max Wurmbach, a German professor. He has named it neonium and says that it is the most important discovery in this line since 1907, the year that duralumin was first made. The doctor claims that this new alloy can be melted and molded without losing any of its tensile strength. If all this be true, the discovery is a most valuable one.

The world knows nothing of the greatest men.

—Taylor.

DECORATIVE TILE FOR DOORWAYS

BY CHARLES ALMA BYERS

The focal point of interest in the street appearance of a home is almost invariably the front entrance. This is true whether it be sufficiently interestingly featured, in design or otherwise, to merit the distinction or not. It is a matter regulated purely by natural instinct, just as one will look most searchingly into the eyes of a stranger to learn of his real character. The mere fact, however, that this is so of front entrances makes it especially important that they be made appropriately distinctive, characterful.

The use of decorative tile for adding attractiveness to entrances is now coming very much in vogue, and deservedly so. It is easy to use, and it is generally delightfully effective. Often it lends to a moderately pleasing doorway arrangement just the needed touch of color to make it possessed of real outstanding charm, and in many cases it transforms the one that otherwise would be severe and commonplace into a feature of life and character.

Such use of tile is, of course, more common in stucco or cement-finished houses. It has, therefore, become especially popular in our interpretations of the Spanish, Moorish and Italian architectures, to which it seems quite exceptionally well suited. It is also sometimes used with very effective results in houses patterned after the French, French-Norman and certain English styles. Naturally, it is employed, in these uses of it, mainly for the purpose of creating colorful borders, and will be found set into the stucco or cement in inlay fashion.

The accompanying illustrations, as showing some of the possibilities of decorative tile for improving the general appearance of front entrances, will doubtless prove interesting and perhaps enlightening.

inside edging is comprised of narrow tile strips in olive-green and tan. Set, as it is, in a plain, white stucco surface, this tile-work stands forth with particularly admirable effect.



Another of the illustrations shows a quite similar tile border. Here, however, the tile squares constituting the main part of the border are edged and otherwise set off by narrower tiles with a "beading" appearance. Their coloring is also somewhat different, being in a combination of deep blue, sky-blue, buff, yellow and white, with a little high-lighting done in dark red. This, aside from the tile work, is likewise an extremely plain doorway, in the matter of designing. The stucco walls in this case are

(Continued on page 17)



Take, for instance, the doorway of the low, rambling Spanish-style home with the smoothly dressed palm-tree trunk towering beside it on the left. This entrance, which, by the way, leads to the home interior through a charming *patio*, would, without the ornamental tile border, be merely a hole in a very plain wall, uninteresting and characterless. Instead, however, due to the border, it is made into a thing of real beauty. The tiles used in the outer part of this border are made in nine-inch squares, of medallion-like pattern, and represent a pleasing blending of blue, olive-green, tan, yellow and white in their coloring, while the



The EMPIRE FLOOR & WALL TILE Co. shows below some special features which were made to order—a fountain and a mantel. This mantel has a rustic appearance, which is very attractive. Placed in a living-room, it adds greatly to the



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actories - METUCHEN, N. J.

The Question of Financing the Home

Percival V. Bowen, in an issue of the *National Real Estate Journal*, asks the following pertinent question:

"Why do prospects willingly pay \$100 a month for an automobile and balk at less for a home?"

After a discussion of the method of financing automobile buyers, Mr. Bowen goes on:

"It is a well recognized fact that the competition in the automobile field has been increasing very keenly.

"It is also true that the automobile companies in comparatively recent years have faced a difficulty in financing their operations.

"It is interesting therefore to note that their method of meeting increasing stringency in their supply of money and a sharply increasing competition for business has been not a drive for increase of credit but a decrease in the extension of credit.

"Their figures show that while there were only 9 per cent of the automobiles in 1926 that were sold with less than a 25 per cent or 35 per cent cash down payment, dependent on whether the car was new or old, in 1925 there were 19 per cent of the cars sold with smaller down payments.

"Again, while there were 13-24/100 per cent of the cars sold on terms running more than twelve months in 1926, in 1925 there were 18-32/100 per cent of the cars that were sold on the longer term.

"The automobile dealers in the face of increased competition forced an increase of cash payment and a decrease of length of term for payment of the balance.

"The allowed rates of depreciation by Federal income tax experts on the automobile varies from 20 to 50 per cent. The allowed rates of depreciation on residential property varies from 4 to 5 per cent.

"This comparison of course does not take into consideration the steady increase in ground values in practically all of our great cities, generation after generation. These increasing ground values have a steady tendency to offset the rate of depreciation on the building.

"Of course, with the automobile we have no offset factor. Consequently, I believe that in fixing our minds on the rent comparison and not upon the intrinsic worth of the article we have seriously injured our psychological approach to the prospective home purchaser.

"Furthermore, we have stretched out the period of payments for a home to a length that I do not believe is necessary and to a length that has become too costly for the good of the industry.

"I believe that efficient use of our funds will result in decreasing the cost of houses to the consumer, first, through a practical readjustment of our usury laws, and second, through a shortening of the term of financing which is extended to our home purchasers.

"I believe this latter point can only be accomplished by so focusing the attention of the buying public on the intrinsic value of home owning that we will stimulate a desire for the home such as this country has heretofore never seen.

"The time should come when this kind of selling will make the average person ashamed to live in a rented house at a time when he is enjoying luxuries of little or no permanent value."

Some comments by George T. Everett are added:

"One may buy an automobile with an immediate depreciation of nearly 50 per cent, with an average life of about three years, and subject constantly to fire and theft, collision and damage, accidental or premeditated, and to confiscation for violation of laws. One may buy this luxury for a small payment in cash and monthly payments covering from six to twenty-four months, from one-sixth to two-thirds of the life of the car.

"Yet, in spite of the character of the security, both real and moral, in spite of the desirability, both from community and national viewpoint, of having as many home owners as possible, in spite of numerous advertisements promising a home for a small cash payment and the balance like rent, it has not been made possible for the average man of moderate means to acquire a home as easily as he can purchase an automobile or other luxuries."

What Goes With the Tin Cans?

Somebody once asked, What goes with the pins? Then somebody else asked what went with safety pins. Another question might be asked, What goes with the tin cans?

When you open a can of fruit or other things, do you ever pause to question how many tin cans are manufactured, or used, in the United States yearly? It is estimated that Americans use five billion cans every year; if fairly distributed, that would make one can per week, for each person in this country.

In the production of cans 40,000,000 boxes of tin plate are used annually, which is about 2,000,000 tons of embryo tin cans. The tin plate produced has a market value of more than \$200,000,000. 30,000 workers are kept busy to supply the demand, which seems to be ever on the increase.

From various quarters of the globe, China, Australia, the Malay States, Bolivia, comes the small percentage of tin which is used with 98.5 per cent of specially-processed steel in the manufacture of cans. Then a special oil comes from a so-called "farm" near Shanghai, with which the tin plates are processed.

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THE RAT

It is reported that Los Angeles has set a good example for other cities in ordering all new buildings to be made rat-proof. This order should include all old buildings too, for there is not much greater nuisance and menace to health than the rat.

He is an agile scamp, alert and very graceful in his movements, but notwithstanding his grace he is a prowling thief of the night. The rat, as most everyone knows, was



He Sets a Trap.



Disgusted. Kicks It Out.

imported into this country from the East through the means of ships; he is not a native. There is only one way to keep him off ships or to keep him from landing from them, and that is the rat guard which is placed on the hawsers—the mooring ropes of vessels—for he will travel by water when he can, although many of the creatures stick aboard a vessel where they can pick up an easy living.

Since the advent of the rat people have become more careful in building, but there are many, far too many, who disregard making their homes rat-proof, which can be easily done by the free use of tile.

In his diet the rat is not very particular; although he really prefers vegetables, he will eat anything from other young animals and fish to eggs. It is related that five dead horses at a slaughterhouse near Paris were picked to the bones by rats in a single night. Starving rats have been known frequently to attack sleeping children, or even men wide awake. The rat is a menace in more ways than one.

The rat breeds at any time of the year; he has no particular season. The female under 18 months of age may breed six times within twelve months, with often eight young ones to the litter. The young ones are ready to breed when four months old.

When we consider that outside of the other damage the rat does he destroys more than \$100,000,000 worth of grain in the United States annually, we see that he is

quite an expensive creature.

But his expensive habits are not the worst of it; he is a carrier of disease. He harbors the bacillus of bubonic plague and is the principal bearer of trichinae, the cause of trichinosis.

The rat is an unmitigated pest and a dangerous one. He should be guarded against. There should be careful treatment of all crumbs and refuse; his natural enemies

should be protected, such as the stoat, the weasel, the owl, etc. Traps, poison and fumigation may be employed, etc.

But why go to all this trouble when there is the simple remedy of making your house rat-proof? How?

Make free use of tile.

There is no building material in existence that is so thoroughly proof against vermin of all kinds as tile. There is nothing about it to harbor them; no cracks or crevices for vermin of any kind to nest in. Now, when a rat wants

to have a convenient passage from one room to another, or a place to build his home, he sets those sharp, chisel-like teeth of his to work and gnaws through the ceiling, wall or floor, and in gnawing his way through, if he happens to strike an insulated wire, there follows an unexplained fire. He will attack any obstacle with those teeth of his that stands in his way, but he could not gnaw his way through a tiled wall, ceiling or floor; so in the well-tiled house Mr. Rat is homeless, and if he ever enters it he does not stay there for more than a brief call and



Tile or Bust!



All Right Now!!

then is on his way to where he can find something to gnaw.

Yes, the surest way to make a building rat-proof is to use tile and plenty of it.

Architect: "So you insist on four windows in your den?"

Jenks: "Yes, my wife needs a lot of light for her sewing."—*Yale Record*.

Willow Chips

Capital punishment has recently been sporting in the limelight.

The only punishment the victim suffers is the torture of suspense.

If he goes to eternal bliss, his enjoyment begins a little earlier.

If he goes to everlasting punishment it can't be much worse than what he leaves; and anyway what is a lifetime or so compared with eternity?

If he is annihilated he never knows what happened to him.

The real punishment is to the nerves of the civilized citizen who has all the details of the horrible affair flaunted daily before him.

A man says to his enemy, "You are in my way. I shall remove you." The State says to the man, "We have no further use for you. We shall remove you."

So there you are.

It has been written, "Thou shalt not kill." But who cares?

Note that the twenty-five per cent of the prohibition agents taking the Civil Service Examinations passed.

Did not know the service was so high grade.

Let's send the other seventy-five per cent to Congress.

Tim Willow

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The leaves of memory seemed to make
A mournful rustling in the dark.

—Longfellow.

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Decorative Tile for Doorways

(Continued from page 11)

in light gray, with a little mottling in deep gray, and the entrance stoop is paved with dark red brick.

The front doorway shown in one of the remaining illustrations is set in a large circular tower. It, too, is quite plainly handled in the architectural respect, the chief characteristics being its arched top and its deep recessing. But here a tile border also enters into the scheme as a means of rescuing it from too pronounced severity. In this instance the tiles are only about three inches square, and are used, with rather wide spacing, merely to create a simple little edging. Their coloring is in green and pale yellow, while the stucco work is pure white.

The last illustration is of a doorway of a two-story house set in a recessed front corner. The border with which it is ornamented with outstanding effect is comprised of tile sections approximately five by six inches in size, and in coloring is in dark blue, olive-green and canary, with a stucco background of pure white. Here the steps are also of tile, the risers being composed of small squares which are in blue and tan.

Naturally, many variations in the use of tile for doorway purposes are possible, and that entrances may, in this way, often be greatly improved in appearance will be readily realized by every builder who gives the matter serious thought.



Artists Take Note!

TILE TALK wishes cover designs. Drawings for covers must feature tile in some way and should contain human interest. It would probably be well for those expecting to send in drawings to submit their ideas first and name price.

Drawings found available will be paid for on acceptance. Address Editor TILE TALK, 507 West 33d Street, New York.

Alibis

There are many peculiar complaints made as an excuse for bad business. One of the most peculiar and probably thoroughly justified is the complaint of the manufacturer of fly-paper. He insists his troubles are all due to the automobile, which has driven out the horse and horse stable, the favorite breeding-ground for flies.

First Litigant—"I'll follow you to the District Court."

Second Litigant—"Oh, I'll be there."

First Litigant—"I'll follow you to the Supreme Court."

Second Litigant—"I'll be there, too."

First Litigant—"I'll follow you to hell if I have to."

Second Litigant—"Well, in that case, my lawyer will be there."—*Schwartz Bulletin*.

WANTED—Good, live sales and advertising manager, preferably one acquainted with tile business or architecture or home building. Must be steady, sober and a live wire, reliable in every way. An A-1 connection is open to the right man. Must be willing to live in New York. State age, experience and salary wanted. Address Sales Manager, care TILE TALK, 507 West 33d Street, New York City.

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New York

*Practice before the
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The Down Payment on the Home

Prospective home owners can find valuable aid in industrial banking, according to Bebscher, president of the Plymouth Plan.

"Industrial banking as practiced by legitimate concerns is a method of advancing small loans on indorsed notes, without tangible security, such as property or chattels. Loans are made only for constructive purposes and to persons of good character after investigations have been made by a special committee.

"There is no reason why persons of moderate means cannot purchase property which is bound to increase in value and give them a good return on their investment. Property purchasing has been made easy today by real estate firms who arrange instalments for the convenience of buyers. The only stumbling block is the down payment, which ranges from twenty to forty per cent of the total cost. Persons who have no real assets can command no credit in commercial banks. According to figures of a national agency for vital statistics, 90 per cent of the population is in this class. These persons, seeing a golden opportunity to purchase a select plot at a bargain and having insufficient capital, can use an 'industrial loan' which gives them the required sum at the legal rate of interest. The increasing value of their newly-acquired property pays the interest and to spare. A timely loan has set them on their way to independence. No mortgage is taken on their homes and payment is arranged on weekly instalments. All that is required is the signatures of two co-makers or indorsers who are in business and of good repute."

My, My!

One cold, rainy evening two bachelor college chums who had not seen each other for years chanced to meet on the streets of a great city, the home of one of them. He proposed to his friend, who was stopping at a hotel, that he come up to the former's apartment, where his Jap valet would fix up an impromptu supper and they could spend the evening in undisturbed enjoyment of their happy reunion. The invitation was gladly accepted. The supper was good and the liquid refreshments excellent and plentiful, for this occurred in pre-Volstead days.

Until the wee small hours of the morning the two friends sat and talked about and toasted the joyous memories of the merry days. At last the guest took reluctant and affectionate leave of his host and departed for his hotel.

About ten o'clock the next morning he received a note from his host of the evening before, which read:

"Dear Jack—I am sending my man, Togo, over to you with this note, and he takes with him your umbrella. If you have no further use for my floor lamp I shall be awfully glad if you will return it by him. Harry."

—*Nuggets.*

A Similarity?

"Now, children," said the teacher, "I am going to tell you about the hippopotamus, but you will have no idea what it is like unless you pay strict attention and look at me."—*Sample Case.*

Ex-Buck Private Goes Back to France

THE MISSING PIECE OF TILE

By PAUL ADAMS

(Courtesy of the *Rock Island Argus*)

Somewhere in the United States there's a wealthy gentleman who thinks he purchased a complete Louis XIV castle, knocked down for removal to his home ground. But he didn't. He's shy one tile.

Early in 1919 a private soldier in Mezeray (Sarthe) gave a package of cigarettes to Count de Murat de Lestang and Count de Murat de Lestang invited the buck out to his chateau. On his estate there was a chateau—of Louis XIV—the chateau de Courcelles—somewhat crumbly in spots, but a fairly good pile.

The buck sauntered through and in a hall near the veranda over the moat he found a six-sided porcelain tile. It was white with a fantastic design in a peculiar shade of blue and the name "Louis XIV" in the design. He copped it.

It went to the States in a barracks bag. The discharged buck showed it to a furniture manufacturer. The manufacturer mounted it on ebony—and then refused an offer of \$500 for the unusual souvenir. The buck was not considered in this refusal, but when he learned of the offer he secretly determined that if he ever returned to France he'd visit the count and fill a couple of gunny sacks with similar tiles—and make a fortune.

Well, the buck went back this year and visited Courcelles. He found Count de Murat de Lestang still affable and still looking for American cigarettes.

But the chateau? That was gone. Only the chapel near the moat remained along with a few piles of stone marked with cryptic figures. The count had sold it to an American millionaire and it had been knocked down and was being shipped back, piece by piece, for re-erection in the United States. With it, of course, went the former soldier's dreams of a fortune—for all the porcelain tiles had disappeared.

A keen disappointment. The buck did a little swearing. He kicked around the moat and the chapel for an hour—very moody. Then he went away—feeling worse. And the only satisfaction he has now comes in the thought that the millionaire who made the purchase thinks he bought the Chateau of Courcelles—complete. But he didn't. He's shy one porcelain tile that fits in the mosaic of the wall of the hallway leading to the veranda over the moat.

He that knows not and knows not that he knows not is a fool—shun him.

He that knows not and knows that he knows not is simple—teach him.

He that knows and knows not that he knows is asleep—awake him.

He that knows and knows that he knows is wise—follow him.

Sorrows remembered sweeten present joy.

—Robert Pollock.

The Course of Business in November

*Extracts From the Survey of Current Business
for January, 1928*

Building contracts awarded, measured in floor space, were smaller than in either the previous month or November, 1927. New building awards for industrial and educational purposes, however, showed larger floor spaces than in October, while awards for other public and semi-public buildings showed larger floor space than a year ago. . . .

Loans and discounts of Federal Reserve member banks continued to expand, while the Federal Reserve ratio receded to a point lower than at any time in the past year. Brokers' loans made by Federal Reserve member banks in New York City exceeded those for either the previous

month or the corresponding month of last year. Interest rates on call loans were lower than for either prior period, while commercial interest rates made similar comparisons. . . .

Imports of merchandise were smaller than in either the previous month or the same month of last year, while exports made similar comparison with both prior periods. . . . Gold exports reached the highest point in recent years with the single exception of January, 1925.

More business firms failed during November than during either the previous month or the corresponding month of last year, but liabilities were smaller than in October. Failures among manufacturing establishments showed smaller liabilities than in either prior period, the larger total liabilities over November, 1926, of failing business firms being due to larger liabilities and failures among mercantile establishments and agents and brokers.

Building Permits in the Principal Cities of the U. S. in 1926

(*From the Monthly Labor Review*)

The figures presented apply only to buildings and do not include the cost of the ground on which the building is erected, and are restricted to the official city limits and do not take into consideration suburban development outside

the corporate limits.

Here given is the number and cost of new buildings as stated by permits issued in 294 cities during the calendar year of 1926, by kind of building.

KIND OF BUILDING	NEW BUILDINGS FOR WHICH PERMITS WERE ISSUED				
	Number of Buildings	Per Cent of Total	ESTIMATED COST		
			Amount	Per Cent of Total	Average per Building
One-family dwellings.....	200,531	39.5	\$939,272,815	25.9	\$4,684
Two-family dwellings.....	29,862	5.9	250,811,978	6.9	8,399
One-family and two-family dwellings with stores combined.....	4,203	.8	45,960,410	1.3	10,935
Multi-family dwellings.....	14,994	3.0	793,509,118	21.9	52,922
Multi-family dwellings with stores combined.....	1,470	.3	79,321,374	2.2	53,960
Hotels.....	306	.1	145,278,045	4.0	474,765
Lodging houses.....	60	*	808,020	*	13,467
All other.....	233	*	33,354,493	1.1	164,612
Total.....	251,659	49.6	2,293,316,253	63.3	9,113
 NON RESIDENTIAL BUILDINGS					
Amusement buildings.....	967	.2	135,640,162	3.7	140,269
Churches.....	1,191	.2	66,738,198	1.8	56,035
Factories and Workshops.....	4,871	1.0	179,910,768	5.0	36,935
Public garages.....	4,644	.9	75,556,070	2.1	16,270
Private garages.....	197,103	38.9	78,098,960	2.2	396
Service stations.....	4,264	.8	15,328,494	.4	3,595
Institutions.....	290	.1	49,630,473	1.4	171,140
Office buildings.....	1,711	.3	262,563,433	7.2	153,456
Public buildings.....	277	.1	31,681,285	.9	114,373
Public works and utilities.....	779	.2	43,828,750	1.2	56,263
Schools and libraries.....	890	.2	152,901,630	4.2	171,800
Sheds.....	16,546	3.3	7,458,705	.2	451
Stables and barns.....	508	.1	845,308	*	1,664
Stores and warehouses.....	15,709	3.1	216,481,212	6.0	13,781
All other.....	5,870	1.2	15,346,245	.4	2,614
Total.....	255,620	50.4	1,332,009,693	36.7	5,211
Grand Total.....	507,279	100.0	3,625,325,946	100.0	7,147

* Less than one-tenth of 1 per cent.

THE BRIGHT SIDE

Justice

Convict (reading newspaper)—“Dere’s justice fer yer! A football player breaks two men’s jaws and another man’s leg and is de lion of de hour, while I gets ten years fer only stunnin’ an old guy wid a blackjack.”

—*Boston Transcript*.

Nobody Else Knew

“Why are you scratching yourself, Doris?”
“Cause I’m the only one who knows where I itch.”

—*The Humorist (London)*.

A Hen, Please

FOR SALE—Ford roadster, self-starter; also 150 hens. 65c each.—*Salt Lake City Paper*.

If He Agrees

“I like a man who comes right out and says what he thinks, don’t you?”

“Yes, when he agrees with me.”—*Boston Transcript*.

Power of Suggestion

“Did that patent medicine you bought cure your aunt?”

“Mercy, no! On reading the circular that was wrapped around the bottle she got two more diseases.”

—*Glass Container*.

Be Prepared!

A drug store in Oklahoma City advocates preparedness with this sign above its soda fountain: “Take home a brick. You may have company.”

—*Outlook (Oklahoma, Okla.)*

Love Spat

“Hello, Perkins, where did you get that black eye?”
“It was only a sweethearts’ quarrel.”

“Sweethearts’ quarrel! Why, your girl didn’t give you that, did she?”

“No; it was the other sweetheart.”—*Tit-Bits*.

Wanted Action

Wifie—“Oh, are you going out, Jack? You don’t know how dull it is here at home.”

Hubby—“Yes I do. That’s why I’m going out.”
—*Detroit News*.

“Abie, your shirt tail is out.”

“Out! Vere iss it out?”

“Out vere de vest begins.”—*Exchange*.

Then the Fight!

Hiram—“Well, sir, my shotgun let out a roar, and there lay a dead wolf ahead of us!”

Bored Boarder—“How long had it been dead?”

—*Wasp*.

Castle in America

“I don’t know why you won’t have anything to do with Louis. Such a handsome man. And in addition such fine prospects.”

“I haven’t heard about him.”

“Oh, yes, he has a bachelor uncle who is a beggar in New York.—*Buen Humor (Madrid)*.

Two little urchins were watching a barber singe a customer’s hair.

“Gee!” said one, “he’s hunting ‘em with a light.”

An officer was showing an old lady over the battleship.

“This,” said he, pointing to an inscribed plate upon the deck, “is where the captain fell.”

“No wonder,” replied the old lady. “I nearly slipped on it myself.”

“Bill,” the poet gasped to his friend, “I wrote a poem about my little boy and began the first verse with these words:

“My son, my pigmy counterpart.”

“Yes, yes?”

“Read!” he blazed. “See what the compositor did to my opening line.”

The friend read aloud: “My son, my pig, my counterpart.”—*Glass Container*.

He Must Have Been Playing Poker

“The sweetest new baby,” said the nurse, “you’ll ever, ever find!”

“How glad I am,” the daddy said, “twasn’t two of a kind.”

Something Soft

“What kind of a job do you want?” asked the employment agent.

“Well, I’d sort of like to get a job as horseshoer in Detroit,” replied the birdman looking for something soft.

—*Cincinnati Enquirer*.

Touching His Pride

Patient—“I think you are charging me too much, doctor.”

Doctor—“You wouldn’t want to have it said that you had anything less than a major operation, would you?”

—*Pathfinder*.

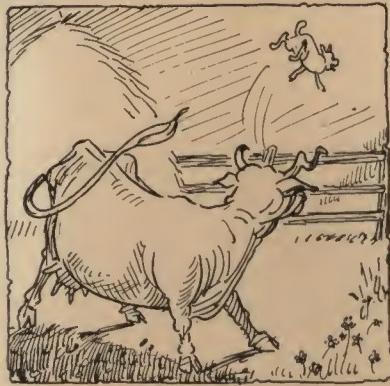
These English people must have a wonderful system for reducing.

Howzat?

I heard one say that he lost ten pounds at the races the other day.—*Glass Container*.

Tourist (taking a deep breath on the observation platform): “Isn’t this air exhilarating?”

Porter: “No, sah, this air Jacksonville.”—*Sample Case*.



*This is the cow with crumpled horn
That tossed the dog that chased the cat
That ate the rat that gnawed the cheese
And spread disease in the house that Oldtimer built.*



NOW just see what a chain of disastrous events can follow a little negligence or acting ignorantly. Maybe Oldtimer did not realize that when he built his house without tile he was inviting trouble. If he had tiled his house throughout there would have been no rat to gnaw the cheese and spread disease in his home. Rats do spread disease and so do other vermin, which a free use of tile keeps out. So you see if the rat had not found a home in Oldtimer's house the cat would not have eaten it. Then without the rat there would have been no need of keeping a cat, so the dog would not have chased it.

So it goes right down the line and the only happy event in the sad tale is that of the man all tattered and torn marrying the maid all forlorn. Farmers should use tile as freely as city folks and protect themselves from vermin of all kinds. Tile is the most completely sanitary building material to be had. Now, take to heart the lesson taught in the unfortunate Oldtimer's experience and tile your house throughout. First cost last cost, so it is far cheaper in the end. And then think of how free you'll be of vermin and how much you'll gain in sanitation and therefore health for the whole family!

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*This is the maid all forlorn
That milked the cow with crumpled horn
That tossed the dog that chased the cat
That ate the rat that gnawed the cheese
And spread disease in the house that Oldtimer built.*



*This is the man all tattered and torn
That kissed the maid all forlorn
That milked the cow with crumpled horn
That tossed the dog that chased the cat
That ate the rat that gnawed the cheese
And spread disease in the house that Oldtimer built.*



*This is the priest all shaven and shorn
That married the man all tattered and torn
That kissed the maid all forlorn
That milked the cow with crumpled horn
That tossed the dog that chased the cat
That ate the rat that gnawed the cheese
And spread disease in the house that Oldtimer built.*

EMPIRE FLOOR & WALL TILE CO.

507 West 33rd Street
New York City



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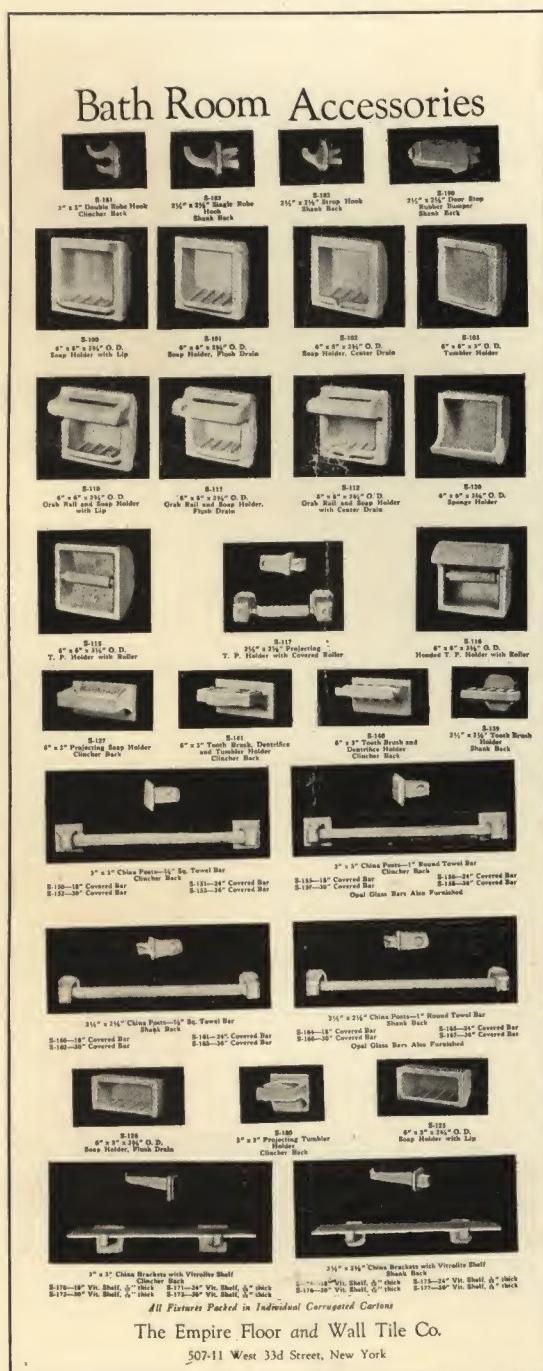
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